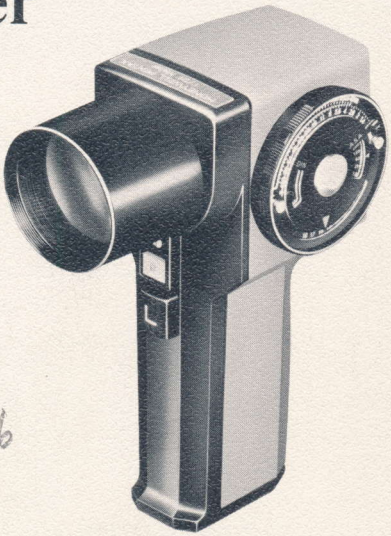
D61-1.C

92

1°/21° Exposure Meter



3-1-66

SELECTIVE EXPOSURE PHOTOGRAPHY

Reading of 7 on low scale. Exposed at f/16 for 1/2 sec. on Tri X film (ASA 400)

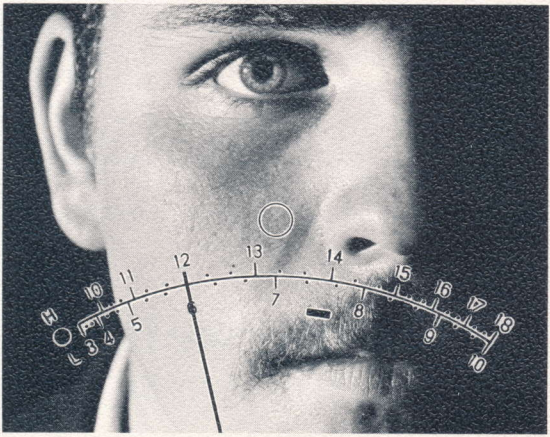
Here's the easy-to-use exposure meter that gives you complete confidence in your exposure settings! The Honeywell Pentax One / Twenty-One Meter brings a fresh approach to exposure problems, assuring you of perfectly exposed pictures under every kind of lighting situation. Its light-sensitive Cadium Sulfide element covers an angle of just 1° in the center of a 21° field of view. This extreme selectivity means you measure only the precise area you wish to photograph. No more false readings and poorly exposed pictures. With the 1° / 21° Meter you have *complete* control over every exposure situation . . . from the soft glow of candlelight to the brilliance of noonday sun.

Here's why the 1° / 21° is superior to all other meters. Most reflective light meters measure the average light reflected from a wide angle of view. Too often this results in an exposure setting that is

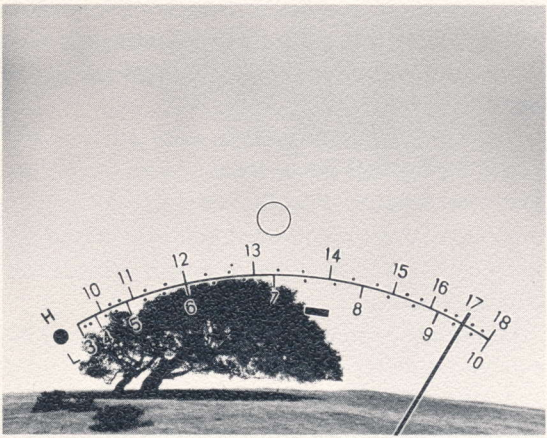
influenced by large areas of very high or very low levels of light outside the picture area instead of light reflected from the specific subject being photographed. The result? Careful planning that may still produce badly over- or underexposed pictures!

The 1° / 21°, with its selective measuring angle of only 1°, allows you to restrict your reading to the area or areas of specific interest without having it influenced by bright backgrounds or heavy shadows. Your subject is always perfectly exposed . . . even in the most difficult lighting situations.

At close range and for portraits, the 1° / 21° is unexcelled. No need to wave a meter under your subject's nose! The selective 1° sensitivity lets you pinpoint your subject from the camera position to get a true reading unaffected by backlighting, reflecting surfaces or backgrounds. You can even choose specific areas of interest of your subject's



Reading of 12 on high scale. Exposed at f/5.6 for 1/60 sec. on Pan X film (ASA 50)



Reading of 17 on high scale. Exposed at between f/11-16 for 1/250 sec. on Agfa IFF film (ASA 32)

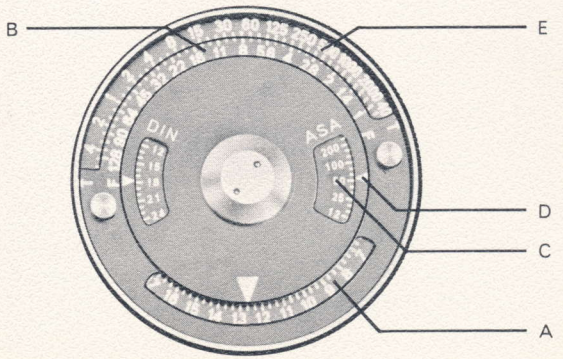
face to capture highlights and subtle skin tones.

You'll be especially pleased with the 1° / 21° Meter when you use it with telephoto lenses which have a narrower angle of view. Let's take the problem of calculating exposure for a selected portion of a scene you want to shoot with a telephoto lens. An ordinary meter with its wide acceptance angle (generally about 40°) will 'see" much more of the scene than your lens (a 135mm lens has an approximate viewing angle of only 18°) and the result is an inaccurate measurement based on the overall lighting conditions. For example, an ordinary meter will be influenced by broad areas of bright snow or sand which are not included in the area "seen" by the lens; in this case the subject will be underexposed. Conversely, broad areas of deep shadow will cause the subject to be overexposed. With the 1° / 21° you can zero-in on the selected area for perfect expo-

sure . . . even at a distance. Theater performances and sports activities are correctly measured from your seat in the balcony or bleachers without guesswork!

And for the best results in color photography, where the lightest areas should be no more than four times brighter than the darkest, the 1° / 21° is invaluable! Every shadow and highlight in your picture can be checked to insure proper balance with utmost accuracy.

Easy to use ? You best. The modern pistol-grip design of this meter makes one-hand operation quick and natural. Essentially a single-lens-reflex system with an objective lens and a reflex viewing system, you view your subject through the viewing lens of the meter, adjusting the eye-piece for your individual eyesight. Because the 1° / 21° Meter utilizes the same precision pentaprism as the famous Honeywell Pentax camera, viewing is always bright and clear with subjects upright and laterally correct. The



1° / 21° reads high Light Levels with the lens cap removed, and the Light Level scale is visible through the viewfinder. Low Light Levels are read by pressing a button conveniently located on the pistol grip. Scale A is marked with LL numbers from 3 to 18, scale B covers f / stop settings from f / 1 to f / 128. Scale C covers an ASA range from 6—6400 (DIN 9-39). Just set the ASA rating of your film with the index mark D, line up the LL reading with its index mark, and choose the desired shutter speed and f / stop from the combinations offered on scales B and E. That's all there is to it . . . fast, simple, and above all-extremely accurate.

The 1° / 21° Exposure Meter is precision built to exacting standards set by the same outstanding craftsmen who make the famous Honeywell Pentax cameras and lenses. The 1° / 21° Meter will retain its accuracy with an absolute minimum of attention and will operate for one full year on one 1.3v mercury battery and one 9v dry cell. Every 1° / 21° Meter is fully guaranteed against defective material and workmanship by Honeywell.

Ask your Honeywell dealer for a demonstration of this superb new exposure meter soon. Discover for yourself what a difference this jewel-like instrument can mean to you in making photography more rewarding than ever before.

Complete with batteries, leather carrying case and wrist loop, $129.50

Honeywell

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